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A SOR Model Study on Millennial Parents in Quezon City: E-store Image, Shopping Value, and Purchase Intention

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ABSTRACT

This study investigated the factors affecting the perceived shopping value and online purchase intentions of Filipino millennial parents in Quezon City, specifically in the context of e-stores selling baby and child-specific products. Using the Stimulus-Organism-Response model, the researcher used a causal research design to explore the relationships among e-store image attributes, perceived shopping value, and online purchasing intentions. The research utilized an adapted survey questionnaire administered to the respondents through a Google Form. The 400 participants, chosen through purposive sampling, were Filipino millennial parents with prior experience shopping at baby and child-specific specialty e-stores. Findings revealed that only security images significantly affected utility value, while design, order fulfillment, customer service, and security images significantly affected hedonic value. Also, a hedonic value significantly affected online purchase intention and mediated the relationship between e-store image and purchase intention. Four variables design, order fulfillment, customer service, and security had a direct positive relationship with online purchase intent. Thus, the study concluded that specific factors of e-store image significantly affect Filipino millennial parents' shopping values and influence their online purchasing intentions. The study's findings contribute to an underexplored area in the literature by emphasizing the unique context of Filipino millennial parents. It provides valuable insights for e-commerce targeting this demographic. It offers recommendations on practices and further research, such as a deeper exploration of hedonic value's influence on purchase intention and cross-platform comparisons, which were also provided.

INTRODUCTION

History of Internet-Based Retail

E-commerce is a synthesis of technology, entrepreneurship, and globalization. Using apps or websites for conducting online sales transactions is a prevalent practice. In 1979, Michael Aldrich, an inventor from England, successfully established a connection between a customized television and a real-time transaction processing computer through a telephone. This technological advancement paved the way for the emergence of electronic commerce (Miva, 2020). However, firms and governments quickly saw its potential for commercial and public use. Internet infrastructure increased e-commerce throughout the 1980s and 1990s. Internet connections have expanded worldwide trade. Pizza Hut's 1994 "PizzaNet" gateway was the first online pizza ordering service (Lufkin, 2022). Netscape launched SSL encryption that year, boosting customer trust in online shopping (Zwass, 2023). Amazon, eBay, Alibaba, and Rakuten changed internet purchasing in the late 1990s. Online firms offer cheap goods and services. They developed user reviews, tailored suggestions, marketplace platforms, online auctions, and loyalty programs. These companies posed a danger to retail and physical stores. Mobile and social media boosted e-commerce throughout the 2000s and 2010s (Monnappa, 2023). Smartphones have made online purchasing simple. Online shopping surged due to social media's business-consumer connection. Social media has made influencer marketing, social commerce,

and live-streaming commerce possible. Online shopping is becoming more popular. Cramer-Flood (2020) reports that retail e-commerce sales rose 27.6% to \$4.280 trillion in 2020. Sixteen and five-tenths percent was the mid-pandemic estimate (Cramer-Flood, 2020). COVID lockdowns, social isolation, and health worries increased internet purchases. Post-pandemic e-commerce is on the rise. Membership programs, voice commerce, social shopping, multichannel shopping, and tailored commerce will impact e-commerce (Shopify Plus, 2023). E-commerce companies must provide personalized, informative, and delightful buying experiences across all channels and platforms. Modern technology and data analytics may boost consumer value and global competitiveness for e-commerce companies. E-commerce has the potential to promote economic development, empower people, and alleviate negative environmental impacts.

The Relevance of an E-Store Image in a Competitive Market

E-commerce, or electronic commerce, encompasses any transaction between businesses and consumers through a digital medium (Shopify, 2022). An e-store is an internet-based store that engages in electronic commerce. For one to offer goods or services online, a platform, store, or website must be created (Kumar, 2022). Customers may shop for a large selection of goods and services, learn about them in depth through product descriptions, pictures, and prices, and complete their transactions

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solely through an e-store. In this setting, the image of an e-store is an essential component of its success, especially given that buyers cannot see the items or the store itself. Customers who purchase online need the sensory sensations they would have in store. They cannot touch, smell, taste, or try on the things before purchasing them. As a result, their perception of the e-store's image significantly impacts their shopping choices. A well-crafted, favorable e-store image could affect their value assessment and purchase intentions.

The Philippine Context

E-stores are growing in the Philippines for several reasons. First, the internet and smartphone adoption has made online shopping simpler. Euromonitor International (2020) estimated a 13% growth in Filipino internet users. With more Filipinos online, more individuals can buy from home. Smartphones make internet shopping simpler since customers can do it anytime, anywhere. Second, the growing middle class has increased demand for internet shopping. According to Ken Research (2021), the Philippines' e-commerce logistics sector has grown due to the country's expanding middle-class population. The Philippines has one of the healthiest retail sectors in Southeast Asia because of a healthy mix of robust and sustained development, a youthful and growing wealthy middle class, and high consumer confidence (Oxford Business Group, 2022). Third, advancements in digital payment systems are making it more straightforward for customers to purchase online. According to the Department of Commerce, the Philippine government aims to digitize at least 50% of payments and include 70% of adults in the financial system by 2023 (Trade.gov, 2022). Furthermore, the percentage of digital fees in total retail prices in the Philippines went from 10% in 2020 to 14% in 2021. Customers and businesses are increasingly interested in cashless transactions (Statista, 2022). The fact that these things are happening shows that the digital payment infrastructure in the Philippines is getting stronger and easier to use, which makes online shopping and financial inclusion easier. Fourth, local and regional e-commerce platforms have expanded online purchasing alternatives. The Philippines' internet economy's gross merchandise value (GMV) will reach \$21 billion by 2025 (Chua, 2018). Local and regional e-commerce platforms provide online customers with additional alternatives and convenience, contributing to this development. Lazada, Shopee, Zalora, Carousell, and Rush are major Filipino e-commerce sites (Tayao-Juego, 2020). These portals serve Filipino customers in fashion, electronics, food, services, and more. They provide cash on delivery, free shipping, discounts, reward programs, and social media integration. These local and regional e-commerce platforms have helped improve the Philippine digital economy and customer confidence, notably during the COVID-19 outbreak, when online shopping became necessary for many. Finally, the COVID-19 pandemic has boosted Philippine online retail. Many consumers

shopped online due to government lockdowns and mobility restrictions to contain the virus. Visa found that 71% of Filipino customers shopped online more during the pandemic, and 74% stated they would keep doing so after that (Cudis, 2021). The pandemic also spawned new internet companies, particularly micro, small, and medium firms (MSMEs). Last year's lockdowns affected 73,276 DTI-registered online businesses (Mercado, 2020). Since the Internet allows companies to reach more customers and markets, experts said the online economy would survive the pandemic and continue in the new normal.

Online retail has transformed Filipino shopping and commerce. It has increased convenience, choice, affordability, and access to items and services not accessible in local markets. Technology has also helped firms attract new consumers, save on expenses, and compete. Low customer trust, weak logistical infrastructure, high delivery costs, and regulatory uncertainty are some difficulties that online shopping in the Philippines must overcome. The government and the business sectors must overcome these difficulties to sustain Filipino internet-based retail.

The Philippine Baby and Child-Specific Products Market Overview

The Filipino baby and child-specific products industry is booming, offering many opportunities for domestic and international brands. Euromonitor International (2022) said that this market had adapted well to the COVID-19 pandemic. In 2020, the need for items designed specifically for young children and babies dipped because of the pandemic. The widespread health turmoil has far-reaching implications for consumer behavior and spending habits, resulting in lower interest in numerous items in this category. Families had to buy what they needed because of lockdowns, social isolation, and unstable finances. Until 2021, the market reverted to current value growth. Filipino consumers' interest in baby and child-specific items is growing at a 2.7% CAGR, from \$91.5 million in 2021 to \$104.5 million in 2026 (Euromonitor International, 2022). The increasing birth rate, disposable money, and millennial parents' shifting product quality, safety, and convenience preferences have led to this revival (Euromonitor International, 2021; HKTDC Research, 2022). Population growth increases demand for baby and child-specific products. The Philippine Statistics Authority (2023) reported 1.6 million live births in 2020, one of Southeast Asia's highest birth rates. Businesses in the industry benefit from this expansion as it brings them new customers and income. Second, when the economy grows and family incomes rise, customers have more spare cash to spend on non-essential things, such as those sought toward babies and children.

Similarly, parents can buy better products for their kids now that the economy is doing well, which makes this market segment more competitive. Euromonitor International (2022) states that family income rose 4% in 2020 despite the pandemic. It allows firms to stand out by delivering exceptional, high-quality items at reasonable

prices. Third, the tastes of millennial parents are changing the market for baby and child-specific goods. When buying for their kids, quality, safety, and convenience are important to many parents. This shift in consumer preferences requires the production of inventive, high-quality items that meet the needs and wants of this new generation of parents.

According to HKTDC Research (2019), millennial parents are more willing to pay extra for imported goods with superior quality and safety standards. Finally, the medium of e-commerce has a bearing on the market, given the value it adds to consumers' lives through its accessibility, diversity, and competitive pricing. Lazada, Shopee, Zalora, and Baby Mama are prominent online shopping destinations for Filipino parents looking for baby and child-specific products (Neil, 2021). Small and medium-sized enterprises (SMEs) that operate independent online baby and child businesses are also expanding in urbanized areas. The rising number of working parents drives this trend, with fewer parents having time to physically shop for their children's necessities—such as specialty shops, particularly in Quezon City.

Online stores make purchasing baby and child-specific things more accessible, efficient, and affordable for Filipino parents. Parents can rapidly navigate various things and make educated decisions based on product descriptions, user reviews, and ratings since they can shop online anytime and anywhere. Online businesses often offer discounts, promotions, and special deals, making things more affordable. The baby and child-specific goods business in the Philippines has flourished due to this pricing strategy, which draws more consumers and encourages them to purchase more.

The Millennial Parents' Reshaping the Baby Product Market in the Philippines

The Philippines has Southeast Asia's fastest-growing internet economy, expanding 34% from 2019 to 2025 (Bain & Company, 2021). The report also predicts a \$12 billion e-commerce sector in 2025 as more Filipinos shop online for convenience, variety, and cost. Baby items are among the most popular e-commerce categories, growing 26% from 2018 to 2022 (Statista, 2022). This increase links to a growing percentage of tech-savvy young parents in the country who opt to buy baby products online, as it is simple to compare costs and have access to a wider variety of choices.

As more millennials become parents, parenting in the digital era is changing. The Philippines has a youthful and expanding population. Millennial parents, born between 1981 and 1996 (Dimock, 2023), are the primary consumers of baby/child-specific product e-stores in the Philippines. They represent over half of all parents with children under 12 (Philippine Statistics Authority, 2022). They are more familiar with digital technologies and online transactions. Thus, they purchase more online than their parents (Deloitte, 2016). These findings suggest that businesses targeting parents with young children

should prioritize their online presence and make their websites and online shopping platforms accessible and user-friendly. For various reasons, millennial parents in the Philippines prefer to shop online for baby products. Convenience is one of the common reasons. Online shopping is a time and energy saver for working parents. Additionally, it enables them to shop whenever they want, free from crowds, traffic, and parking (Beldad, 2022). Variety is yet another factor. Online shopping allows access to more products, particularly unique or specialty items that might not be available in traditional stores. It lets parents contrast costs and features across different shops and platforms (Fisher, 2022). Cost is also a consideration. Since e-stores have lower overhead and occasionally offer discounts, coupons, or free delivery, shopping online can be less expensive than shopping in physical stores. Parents spend less on transportation and regular shopping costs (Jhilmil, 2020).

Millennials' diverse tastes and expectations also transform the Filipino baby product sector. When buying baby products, they are more health-conscious, eco-friendly, socially responsible, and quality-focused. Consumers prefer ease, personalization, and innovation in infant products and will pay more for quality companies that suit their needs (McKinsey & Company, 2021; Levine, 2022). Also, they are more likely to look up prices, read reviews, and ask other parents for advice before purchasing. Brick-and-mortar retailers are expanding their online presence to fulfill the increased demand for baby supplies as online shopping becomes more popular among millennials who emphasize convenience and technology.

Organizational Context

E-store image is a crucial factor influencing consumers' online shopping behavior. It refers to an online store's overall impression and evaluation based on functional and psychological attributes. For businesses that sell baby and child-related items, an e-store image is essential because these products are often associated with high levels of involvement and emotional attachment from consumers. Parents want to buy these things for their kids that are of the best quality and the safest. Thus, people are more careful and discriminating when choosing a retailer online. They depend more on visual signs and social evidence to assess the online store's authenticity and appeal.

E-store design, customer service, payment security, and order fulfillment are crucial aspects that affect the e-store's image. By improving these elements of the e-store image, businesses that sell baby and child-related items can increase their competitive advantage in the e-commerce market. They can attract more customers, satisfy their needs and expectations, and retain their loyalty. They can also enhance their reputation and awareness among their target audience.

The demands and desires of the client are constantly changing in the quick-paced internet era. What was appealing and thriving in the past may need to be more practical and appealing to customers today. Businesses

operating e-stores need to proactively monitor and adapt their e-store image to stay relevant and meet the changing expectations of their customers. E-store image is not a static concept but a dynamic one that changes over time and across situations. So, businesses must monitor and adapt the appearance of their online storefronts to fit their consumers' shifting preferences and demands.

The Research Topic

The researcher's vested interest in the subject inspired this novel study, which arises from her professional involvement as a marketer and a member of the online operations team of a baby products company preparing to set up an e-store. The researcher recognizes the need to investigate the preferences and tendencies of this significant demographic as a crucial component of the company's marketing and online operations. This motivation comes from a desire to use this knowledge to inform business strategies and contribute to company growth.

E-commerce has been a game-changing force in the global business landscape for over two decades, especially in areas like Quezon City, Philippines. Several new online businesses selling a broad range of goods have sprung up on e-commerce platforms, expanding fast in the Philippines and elsewhere. Notably, these online platforms are wider than well-known platforms such as Shopee and Lazada. Instead, they have broadened their scope to include niche-product-focused independent e-stores. This proliferation of e-stores across the digital landscape implies a significant shift in consumer behavior and preferences. While popular platforms like Shopee and Lazada continue to dominate the online marketplace, there is now a growing trend toward exploring alternative avenues. Independent e-stores offer a curated selection of goods that cater to specific needs by serving niche markets. This research paper concentrates on independent e-stores that sell baby and child-specific products. The researcher looks into the e-store image of the baby and child-specific online stores. The appeal of this e-store lies not only in the products they offer but also in the shopping experience they provide, especially to millennial parents. Filipino millennial parents represent over half of all parents with children under 12 (Philippine Statistics Authority, 2018). They are great research subjects since they are more tech-aware, responsive, and diverse than their elderly counterparts. Their demographic makeup is becoming increasingly diversified due to their dynamic social and economic environment (Mitchell, 2023). Millennial parents in the Philippines are a sizable and influential demographic shopping for baby products online. They are ideal participants in research studies because of their online shopping habits and other related hobbies.

The baby products market is a sizeable and lucrative industry, as shown in the Market Overview of this paper, with an extensive selection of products catering to the needs of parents. Besides, the growth of specialized e-stores for baby products illustrates how consumer preferences and behavior have changed in the digital age.

This study will use the Stimulus-Organism-Response (SOR) Model as a theoretical framework to understand how environmental stimuli affect consumer behavior in online shopping for baby and child products. The SOR Model posits that external stimuli (S) influence the internal state of the consumer (O), which in turn affects their behavioral response (R) (Mehrabian & Russell, 1974). The study will determine the e-store image (design image, order fulfillment image, customer service image, and security/privacy image) that could affect the customer's utility and hedonic shopping value and eventually lead to online purchase intent.

Research Questions

As e-commerce proliferates in the Philippines, online merchants catering to millennial parents face new opportunities and challenges. Being the first generation to experience the internet, millennial parents represent a distinctive consumer group. They are also critical consumers of baby and child-specific products and children's businesses. This research uses the stimulus-organism-response (SOR) model to evaluate how e-store image affects shopping value and online purchase intent among millennial parents in Quezon City, Philippines. The SOR model also underlines the organism's (the consumer's) active mediation role in the process (Kishore, 2021; Young, 2016). The following research problem serves as the study's guiding principle:

1. What factors of the e-store's image significantly affect the perceived shopping value of Filipino millennial parents in Quezon City?
2. What factors of perceived shopping value significantly affect the online purchase intention of Filipino millennial parents in Quezon City?
3. What is the mediating role of perceived shopping value on e-stores' image and the online purchase intentions of Filipino millennial parents in Quezon City?

The researcher seeks to offer targeted innovations in response to the research findings addressing the e-image store's influence on Filipino millennial parents' perceived shopping value and online purchasing intentions in Quezon City. These innovations, tailored to connect with Filipino millennial parents, will encourage an engaging shopping experience, eventually favorably affecting purchase intentions.

Research Objectives

Online shopping has become popular as a convenient and efficient purchase, particularly for working parents juggling work and family obligations. With over five billion internet users worldwide, the number of people making purchases online is growing. However, not all online stores are as dependable and enticing. An e-store's image, which refers to customers' overall impression and evaluation of the store, can affect their perceived shopping value and intention to purchase. In this section, the researcher outlines the following objectives for ensuring a thorough and targeted approach:

1. This study aims to identify the factors of an e-store's image that significantly affect Filipino millennial parents' perceived shopping value in Quezon City.

2. This study seeks to identify the factors of perceived shopping value that significantly affect the online purchase intention of Filipino millennial parents in Quezon City.

3. This study aims to determine the mediating role of perceived shopping value on e-stores' image and the online purchase intentions of Filipino Millennial parents.

Scope and Delimitations of the Study

The study focuses on the image of an independent e-store that solely offers baby and child products. This study excludes shops found on online marketplaces such as Lazada and Shopee. The study primarily includes millennial parents registered in Quezon City, ensuring the research's relevance and applicability. The vast population of Quezon City, Philippines, makes it a suitable location for researching this group's shopping patterns. Similarly, considering millennials' specific characteristics and circumstances allows a more detailed analysis of this cohort's preferences and viewpoints. One of the research's key objectives is to explore how the e-store's image affects consumers' perceived shopping values (utility and hedonic value), eventually leading to their online purchase intentions. Considering the online environment in the Philippines, the e-store's image operationalized in the current study encompasses various factors such as design, order fulfillment, customer service, and security/privacy. The delimitations in the current study refer to the researcher's deliberate choices and assumptions that define the boundaries and limitations of the inquiry. These delimitations are essential for focusing the research efforts and ensuring data collection and analysis feasibility within a specific context. In this case, the study's delimitations include specific participant selection criteria. The survey exclusively includes millennial parents in Quezon City with children under 12 who purchased baby or child-specific products online in the previous six months. These criteria narrow down the target group to a specific segment of millennial parents who are more likely to engage in online shopping and have recent experiences with e-commerce. The research methodology employed a purposive sample strategy, which means that participants were selected based on specific criteria related to the research objectives. This approach allows for a more focused and targeted sample that aligns with the research's goals. The study will employ quantitative analysis utilizing an adapted questionnaire that efficiently gathers responses from the selected participants. The study does not consider cost, product quality, or service intentions. While these factors can significantly influence consumers' purchase decisions, the research focuses on the e-store's image, shopping value, and millennial parents' online purchase intentions. The study explores the perspectives and preferences of millennial parents in Quezon City, Philippines, to improve consumer behavior in this demographic and informative marketing initiatives.

LITERATURE REVIEW

E-stores for baby and child-specific industries in the Philippines have many challenges. The hesitation consumers display when making online purchases is one of the main barriers (HKTDC Research, 2022). This apprehension stems from product quality concerns, as individuals often need to learn about the inability to physically inspect items before buying them. Consequently, establishing trust and credibility within this context becomes imperative. E-stores must strive to align themselves with reputable brands and seek personal recommendations from satisfied customers to garner a favorable image.

Additionally, the geographical layout of the Philippines, characterized by its archipelagic nature, presents a logistical problem for e-retailers (Locad, 2023). This geographical complexity translates into longer delivery times and increased costs, exacerbating online businesses' challenges. Amidst an intensely competitive landscape, independent e-stores grapple with attaining visibility and distinguishing themselves from their counterparts operating on dominant e-commerce platforms. Nevertheless, it is essential to acknowledge that these challenges also present opportunities for e-stores operating in this niche market. By addressing product quality concerns, e-retailers can satisfy consumer apprehensions by providing transparent product descriptions, reliable certifications, and strategic partnerships with established and trusted brands. Robust data protection systems and transaction security procedures can also promote consumer trust. E-stores may provide customized logistical services to overcome logistical challenges and guarantee quick and secure delivery. E-stores should develop a distinctive and identifiable e-store image to carve out a place in the industry. By aggressively addressing these issues and seizing the related opportunities, e-stores specializing in baby and children's items may gain a competitive advantage in the Philippines' online retail market.

The Filipino baby and child-specific products industry is booming, offering many opportunities for domestic and international brands. Euromonitor International (2022) said that this market had adapted well to the COVID-19 pandemic. Nevertheless, research about E-stores in the Philippines is noticeably scarce. To the researcher's best knowledge, there appears to be no existing study that directly engages with the baby and child-specific industry itself. However, there are related studies that shed light on specific aspects of the E-store landscape. One such study that the researcher encountered pertains to the role of atmospheric cues in online shopping environments. Moreno *et al.* (2022) delved into the effect of virtual atmospheric cues on online trust. They probed the relationship between this trust and impulse buying behavior, with perceived enjoyment as a potential mediating factor. The researchers opted for a purposive sampling technique, securing a sample size of 363 respondents. These respondents were primarily comprised of millennials with previous experience

purchasing from an online store in the Philippines. The study revealed that customers were more likely to trust an e-store if they found its online content, design, reviews, and promotions appealing. The research indicated that perceived enjoyment partially mediates the positive relationship between online trust and impulse buying behavior. It suggests that customers who enjoy the online shopping experience are more likely to make impulse purchases due to their trust in the e-store.

In this study, the researcher uses the Stimulus-Organism-Response (SOR) Model to examine how environmental stimuli influence online baby and child product purchases. The e-store image of a baby and child-specific e-store, defined as the customers' general impression or perception of the online business, serves as the external stimuli in this research. In a competitive online market, an appealing e-store image can improve traffic, conversion rates, and business performance. Even if the online store image has been recognized as an essential factor for e-commerce, there needs to be more attention paid to it and a better investigation of its consequences (Chen, 2015). The current study evaluates online stores' image in light of the current digital environment in the Philippines, which significantly impacts the image functionality of online store platforms. The analysis considers factors including the e-store's design, order fulfillment, customer service, and security measures, treating these as vital elements within the broader context of the e-store's image. Customer value perception drives consumer behavior. It suggests that consumers make purchases based on the worth or utility of a good or service. They weigh what they get (benefits, quality, utility, or emotional satisfaction) against what they provide (usually money, time, or effort). Customers who shop online get value from the physical goods and services they buy and the intangible aspects of the actual purchasing experience. Online purchasing may be improved through a user-friendly website, effective customer service, or an exciting virtual environment. Hedonic and utilitarian shopping values make up the two aspects that make up a consumer's internal state. The emotional and sensory elements of online shopping, such as pleasure, amusement, and entertainment, are referred to as hedonic shopping value (Babin *et al.*, 1994). The logical and practical elements of online shopping, such as ease, effectiveness, and quality, are called utility shopping values (Babin *et al.*, 1994).

This study's behavioral response is the millennial parents' online purchase intention, or how likely they are to acquire baby and child items from the e-store in the future. Purchase intention is an essential concept in consumer behavior and marketing because it refers to the chance customers will seek out or express their desire to purchase a given product or service in the future (Saleem *et al.*, 2022). Despite extensive research on online purchase intention, notable gaps require further investigation. One such gap pertains to better understanding the factors influencing online purchase intention across different cultures and contexts.

Four particular research gaps prompted the researcher to select these as the subject of this research, and they are as follows. First, studies have examined the influence of varying dimensions of an e-store image on online purchase intent. Nevertheless, there is a pressing need for further in-depth research that specifically examines the consumer behavior of millennial parents who shop in specialty stores for baby and child-specific products. This study could elucidate this demographic's underlying motivations and preferences, providing critical insights into this niche market. Given their unique needs and concerns for their children, this subset of customers, defined by their age and parental status, may have varied views, perspectives, and responses in the context of online shopping. Their perceptions of an e-store's image could be influenced by how well it matches their beliefs. Second, while the organism in this model, denoted by perceived shopping value (both utility and hedonic), has been analyzed in the context of general online shopping, it appears that there is an absence of research examining how these perceived shopping values specifically influence millennial parents' online purchase intent for baby and child-specific products. Millennial parents constitute a substantial and influential consumer segment with distinct shopping preferences and behaviors compared to older generations. They are more inclined to utilize the internet to explore new products and make purchase choices (Iskier, 2022; YPulse, 2019). Consequently, it becomes crucial to comprehend millennial parents' perception of the value of online shopping for baby and child-specific products and its impact on their purchasing intent. Third, ASEAN nations, particularly the Philippines, have received little attention in previous research. Most studies have mainly focused on Western countries or large global datasets. Due to a lack of focus, it is essential to consider the potential influence of cultural, economic, and technological differences within the ASEAN region. It disregards the significance of these elements in millennial parents' perceptions of e-store image, shopping value, and subsequent online purchase intent.

Lastly, while the role of e-store image in affecting perceived shopping value has been studied, the mediating effects of various demographic factors (age) or situational variables (parent) within this demographic of millennial parents need to be better understood. Hence, the current research study attempts to address these gaps, focusing on the unique context of millennial parents shopping for baby and child-specific products in specialty stores in the Philippines to gain a deeper understanding of their online shopping behavior.

Conceptual Framework

Figure 1 illustrates the Stimulus-Organism-Response (SOR) theoretical paradigm, which was first presented in environmental psychology, as well as the traditional stimulus-response model (Mehrabian & Russell, 1974). This theoretical model serves as the academic foundation for the study as it offers a broad perspective on and

understanding of human behavior in various cases. The SOR model is primarily responsible for profoundly understanding such intricate behavioral processes, particularly consumer behavior (Zhang *et al.*, 2021). The model's broad applicability across many academic disciplines emphasizes its importance in understanding human behavior. Numerous studies (Spies *et al.*, 1997; Yoo *et al.*, 1998; Caldeira *et al.*, 2013; Turley & Milliman, 2000) that used the model to examine consumer behavior in various contexts characterized by environmental cues and emotional states have demonstrated this. Retail studies researchers have used the SOR paradigm to study and explain complex retail dynamics, proving the model's applicability and adaptability (Demangeot & Broderick, 2016; Lucia-Palacios *et al.*, 2016). Aside from the retail

environment, the SOR model has been helpful in a variety of research areas, such as consumer spending habits and human-computer interaction, by providing solid analytical frameworks for analyzing these various domains (Le *et al.*, 2022; Lin & Shen, 2023; Zhu *et al.*, 2020). Drawing on previous studies, the SOR model offers a thorough and systematic analysis of the cognitive and emotional states that mediate e-store image cues and the subsequent purchase intention as a response. The SOR model describes the mediating function of an "organism." The SOR model asserts that many inputs affect people's emotional, cognitive, and physiological states. This hypothesis supports the complicated connection between stimuli, the organism, and behavior, showing complex behavioral processes.

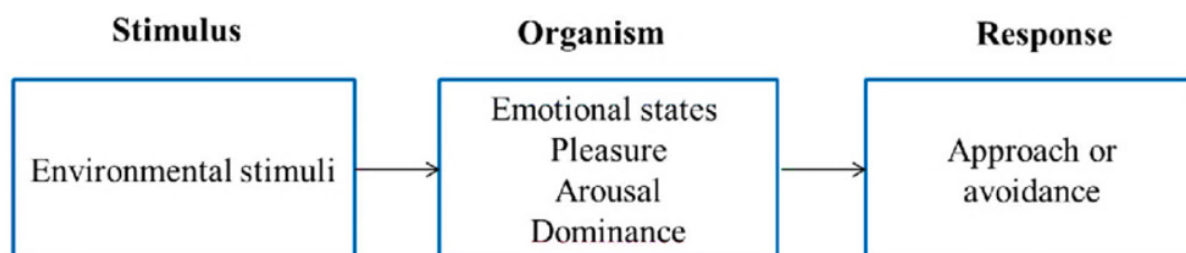


Figure 1: S-O-R Model

Source: Mebrabian, A., & Russell, J. (1974). *An approach to environmental psychology*. The MIT Press.

Operational Framework

In the past few years, more and more people have been buying online, which has altered how people buy and spawned a new kind of competition. It implies sellers and marketers must grasp the myriad aspects that influence internet purchases. E-store image and shopping values are among the most significant variables affecting customers' online purchase choices (Bucko *et al.*, 2018; Mofokeng, 2021). The researcher assessed the variables' applicability to the study's objectives. Greater weight was placed during the selection process on variables already gaining widespread acceptance and validation in related studies. The researcher considers the Philippine digital landscape as it significantly impacts shopping values and purchase intentions on online store platforms. Selected variables include e-store design, order fulfillment, customer service, and security image. The study intends to give insights into the aspects that shape and affect the e-store image by recognizing the unique characteristics of the digital environment in the Philippines. This approach acknowledges that the digital environment shapes consumers' perceptions and values when engaging with online stores. The researcher ensured that the chosen variables aligned with the theoretical framework and research hypotheses, enabling an effective investigation of the desired relationships and patterns.

Figure 2 depicts the study's operational framework. Using the Stimulus-Organism-Response model as a guide, this research investigates how different variables are integrated. The SOR model is a cognitive model that suggests that a stimulus (S) can affect an organism's (O)

internal state, which then influences the response (R). In this study, the stimuli refer to the e-store image, the 'organism' is the millennial parents' shopping value in Quezon City, and the 'response' is the online purchasing intention. By operationalizing the SOR model, this study aims to capture a more nuanced understanding of how e-store image and shopping values, acting as stimuli, influence the consumer's internal state and lead to a particular purchasing response. The researcher used the SOR model to investigate the variables that affect the online purchase intent of millennial parents in Quezon City who shop at baby and child-specific stores. The current study presents that the e-store image, which consists of four dimensions (design image, order fulfillment image, customer service image, and security/privacy image), is the stimulus that affects the consumers' perceived shopping value and online purchase intent. The concept of design image is operationally defined in this detailed investigation by factors such as the quality and credibility of the information shared throughout the purchasing process, the diversity of the product assortment, the tailored customization of the website interface, and the system's consistent and reliable availability (Rita *et al.*, 2019). Those factors are important in shaping a consumer's image and overall view of the online purchasing platform. Meanwhile, the research delves into the essential dimension of order fulfillment image. This word relates to the store's capacity to execute orders precisely, guaranteeing that the purchased things are delivered on time and in perfect condition to the consumers (Locad, 2023). This component directly

influences customer satisfaction and brand loyalty and focuses on order processing and logistics procedures. Another critical aspect examined in the study is the image of customer service. This aspect includes the extensive support services offered to online buyers at every stage of their purchasing process, from product selection through order placement to final delivery. It necessitates a thorough grasp of how an e-commerce platform organizes and processes returns, a sometimes ignored yet critical part of online shopping (Gäthke *et al.*, 2021). Much of the research is devoted to comprehending the function of privacy and security in defining a great online shopping experience.

Individuals can control who has access to and uses their data, whereas security ensures protection from any dangers or threats. Both are essential for building trust and confidence in an online buying environment. The critical study of Aghekyan-Simonian *et al.* (2012) posits that perceived shopping value combines utility and hedonic value gained from the online shopping experience. It implies that a customer's overall view of an online business substantially affects their attitudes and sentiments regarding that platform. This understanding

is fundamental in online purchasing, where customers are sometimes denied the opportunity to examine things in person. The shopping experience involves more than just purchasing. It goes beyond this primary duty to explore the joy and pleasure that shopping may provide a customer.

Bridges and Florsheim (2008) define utility shopping value as the practical benefits of online shopping. This value embodies the concrete, practical uses of online shopping, stressing the e-commerce model's streamlined efficiency and efficacy. Hedonic shopping value is concerned with the intangible components of the shopping experience. It represents the value received from shopping's sensory stimulation, imagination, and emotional involvement (Bakirtas *et al.*, 2015). The intrinsic enjoyment that customers gain from the buying activity highlights the significance of experiential components in online shopping. The study looks at online purchase intent, which measures a customer's propensity to buy from an e-store of baby and child-specific products. This measure symbolizes the end of a customer's journey and is an essential indicator of an e-commerce platform's ability to deliver on utility and hedonistic purchasing ideals.

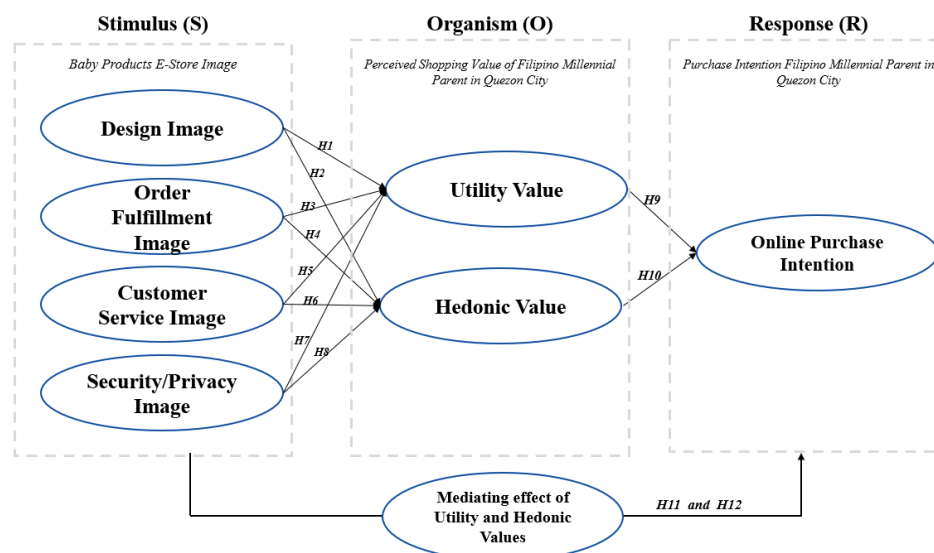


Figure 2: A SOR Model Framework - E-store Image, Perceived Shopping Value, and Purchase Intention

Source: Manuzon, 2023

Hypothesis Development

Design Image and Perceived Shopping Value

An online store's design image is critical since it affects whether a consumer will continue to do business with the business after their initial interaction through the landing page. Rasli (2018) explains how design decisions that deviate from these criteria might lead to the demise of an online business. Evelina *et al.* (2020) further demonstrate the rising significance of building an effective e-store that fulfills client purchasing experiences, according to Y.-W. Chang *et al.* (2023) state that a well-designed store makes shopping fun and practical, eventually influencing consumers' hedonic and utility values and purchase decisions. Based on these findings, it is clear that a

significant emphasis on design image is critical for firms looking to compete in the online marketplace.

H1₀: The design image does not significantly affect utility value.

H2₀: The design image does not significantly affect hedonic value.

Order Fulfillment Image and Perceived Shopping Value

Order fulfillment is essential in creating a customer's shopping experience and as a foundation for their overall journey. Customers expect to obtain exact, fast, and error-free delivery of their purchases, which may be met via a dependable and optimized order fulfillment process. However, order fulfillment is more than just

transactional logistics. It is a trigger that enhances the complete shopping experience by enriching its practical and emotional aspects (Mofokeng, 2021). Dai *et al.* (2013) found that online businesses that commit to defined or guaranteed delivery deadlines successfully reduce consumers' perceived online shopping risks. Likewise, an order fulfillment process that is prompt and precise increases a customer's trust in a business, increasing their confidence in its services (Pettit *et al.*, 2019). Customers are more inclined to consider a shop valuable and trustworthy when it has features such as an easy-to-use online buying system, clear and continuous communication throughout the order fulfillment process, and timely, effective delivery (Adhi *et al.*, 2021). Combining these factors improves the customer's entire experience by positively affecting their view of order fulfillment and influencing their total store value.

H3₀: The order fulfillment image does not significantly affect utility value.

H4₀: The order fulfillment image does not significantly affect hedonic value.

Customer Service Image and Perceived Shopping Value

E-stores have changed how businesses connect to their customers by taking away the human touch of brick-and-mortar stores. Nevertheless, the contact via these e-stores tremendously impacts customers' utilitarian and hedonistic shopping values, altering how they interact. The quality of communication on e-store platforms considerably affects utilitarian shopping values, including ease, efficiency, and financial savings (Chang & Tseng, 2013). Consumers accessing timely, tailored, and relevant information via various channels perceive utility shopping value more. E-store customer service may improve the practical and valuable aspects of a customer's online shopping experience, ultimately improving their sense of value and pleasure (Boudet *et al.*, 2013). The quality and form of e-store customer service also substantially affect the hedonic components of shopping, which are tied to emotions and experiences. According to studies, effective and engaging customer service may help organizations connect with clients on a deeper, more emotional level. The hedonic value of the purchasing experience can be increased by such customer service since it can inspire favorable feelings about the goods or services the online retailer provides (Magids, 2019). E-store communication's disruptive position in today's digital marketplace underlines its ability to improve and enrich consumers' online shopping experiences.

H5₀: The customer service image does not significantly affect utility value.

H6₀: The customer service image does not significantly affect hedonic value.

Security/Privacy Image and Perceived Shopping Value

The e-store must prioritize customer privacy and security to secure online monetary transactions. This is especially important due to the rise of data breaches, uncertainties

around payment security, fear of financial loss, and questions over the reliability of online businesses. It can profoundly affect the practical and emotional values associated with online shopping experiences. Security and privacy are crucial in molding a customer's purchasing behavior. Customers are more likely to notice and appreciate the many advantages of online shopping, from ease to a wide product variety, if they consider an e-commerce platform safe and reputable (Mofokeng, 2021). This concept of perceived security and privacy extends to consumers' emotional experiences. When clients feel safe and secure while doing online transactions, their overall pleasure increases dramatically (Vasić *et al.*, 2019).

H7₀: The security/privacy image does not significantly affect utility value.

H8₀: The security/privacy image does not significantly affect hedonic value.

Perceived Shopping Value to Online Purchase Intention

Numerous investigations have been conducted to study the link between perceived shopping value and online purchase intention, focusing on utility and hedonic values. The cognitive-affective attitude approach can clarify the relationship between utility, hedonic values, and online purchasing intention. According to this approach, customer attitudes toward online shopping are the result of both cognitive (utility) and emotional (hedonistic) evaluations of website attributes that influence their behavioral intentions (Moon *et al.*, 2017). The results correspond with those of previous research that has shown similar outcomes. Santo and Marques (2021) found that both utility (price and access to information) and hedonic (adventure motives) factors influenced online purchasing intention. In a different study, Silaban *et al.* (2022) discovered that both utility (informativeness) and hedonic (perceived enjoyment) responses to product reviews on YouTube had a positive impact on online purchase intention. These studies offer considerable evidence for a positive association between perceived shopping value and online purchase intention, highlighting the need to evaluate the utility and hedonic factors in online retail settings. As such, this study proposes the following hypotheses:

H9₀: The Utility Value does not significantly affect online purchase intention.

H10₀: The Hedonic Value does not significantly affect online purchase intention.

Mediating Role of Perceived Shopping Value

Customers' perception of an e-commerce store's utility and hedonistic shopping value affects their purchase intentions. Online shopping's convenience, time savings, and cost-effectiveness are utility. Hedonic value, conversely, reflects the satisfaction, pleasure, and excitement people feel while shopping online. It has been shown that these two opposing but related factors strongly influence customers' attitudes and behaviors in online stores. Childers *et al.* (2001) and Overby & Lee

(2006) find that utility and hedonic values are potent drivers of consumer attitudes and subsequent behaviors in online shops. The Stimulus-Organism-Response (SOR) model, which investigates how the interaction of utility and hedonic values might influence consumer purchase intentions, conducts an extensive study of this relationship. This model proposes that diverse stimuli elicit certain customer emotions, resulting in specific actions such as purchasing. In examining this model, Mehmood and Hanaysha (2015) executed studies into the influence of utility and hedonic values on customers' behavioral intentions. These findings revealed that aspects of hedonism and utilitarianism act as mediators in shaping consumer behavior. They found that the degree of convenience and efficiency (utility value) or enjoyment and pleasure (hedonic value) a customer derives from an online store directly impacts their subsequent shopping behavior. Hashmi *et al.* (2019) also found that utility value mediates website quality parameters and impulsive online purchase behavior. The research intends to present the following theories, guided by these significant insights:

H11₀: The utility value does not significantly mediate between e-store image and online purchase intention of baby/child-specific products.

H12₀: The hedonic value does not significantly mediate between e-store image and online purchase intention of baby/child-specific products.

MATERIALS AND METHODS

Research Design and Approach

The present investigation uses a causal research design to establish a causal relationship between the stimulus, organism, and response variables within the research context. External stimuli (S) elicit internal responses (O) within individuals, which in turn produce behavioral responses (R) (Chai & Tan, 2020). Adopting a causal research design becomes imperative to comprehend these relationships and ascertain whether the stimuli are causing the observed responses. Incorporating a causal research design within the SOR model allows the researcher to explore how specific stimuli influence cognitive and emotional responses in individuals, subsequently affecting their behavioral outcomes (Cook & Campbell, 1979). This approach facilitates a comprehensive understanding of the underlying processes and mechanisms through which external stimuli impact individuals' behavior.

The survey is the most suitable for the current study among the various research approaches available. Surveys allow the proponent to gather data directly from individuals by employing a series of structured questions. This method systematically measures respondents' perceptions, emotions, and behaviors, constituting critical elements within the SOR model. Additionally, surveys provide an efficient and rapid means of gathering essential data.

Research Participants and Respondents

The study aims to investigate millennial parents' online shopping for baby and child-specific e-stores. The study

was conducted in Quezon City. It had 2.94 million residents in 2015 (Philippine Statistics Authority, 2016), making it Metro Manila's most populated city. Quezon City's population is diversified. The city's demographic composition allows for a representative sample of millennial parents from varied backgrounds. The study employs a purposive sampling method, which involves deliberately choosing individuals with certain traits or experiences that align with the research focus. While purposive sampling may provide a different level of statistical representativeness than probability sampling methods, it offers several benefits, particularly when studying a largely unknown population (Nikolopoulou, 2022). In the case of this research, the sample includes millennial parents. Probability sampling methods are commonly used to achieve representative samples. However, using probability sampling in a largely unknown population may be impractical or impossible due to the lack of available information or limited accessibility. Finding and getting people to study a primarily unknown group can be challenging. Using purposive sampling in this study allows the researcher to optimize limited resources by focusing on individuals most likely to meet the research criteria with their particular features or attributes. The researcher gets detailed information on parts or experiences by choosing individuals based on relevant factors. The following are the criteria for participant selection in this paper:

Age

The participants range in age from 26 to 41 years old (in 2022), falling within the age range of the millennial generation. This age range ensures that the research is demographically focused.

Parental Status

Participants must be parents of at least one kid under 12. The criteria ensure that participants know firsthand about purchasing a baby and child-specific items, which is critical in this study.

Prior Experience

Participants must have bought from a baby and child-specific e-stores within six months. This criterion guarantees that participants are acquainted with the research context. Participants can better provide thoughts and insights after recently shopping at these stores.

The study uses these criteria to identify a sample of millennial parents with relevant perspectives on internet shopping for baby and child-specific products and relevant experiences. The results from this sample will provide crucial information about this demographic group.

Sampling Design

The researcher in this study concentrated on Quezon City-based millennial parents who had made internet purchases. The researcher used purposive sampling to collect respondents for the study. This strategy entails

purposefully selecting persons or instances based on specific characteristics corresponding to the research objectives (Frost, 2022).

In the Philippine context, applying purposive sampling to target respondents, such as Filipino millennial parents, can be practical and beneficial. Filipino millennial parents are a unique demographic with distinctive characteristics and behaviors. Purposive sampling enables researchers to identify people who meet the criteria of being Filipino and belonging to the millennial parent group. Purposive sampling enables research to concentrate the studies on a specific interest group. This customized strategy allowed the researcher to get in-depth insights and knowledge of this group's unique experiences, interests, and behaviors. Researchers can analyze factors impacting Filipino millennial parents, providing insights for understanding consumer behavior and online shopping preferences, enabling better understanding and catering to their needs. Besides, due to considerations such as restricted resources, time restrictions, and particular study aims, purposive sampling may be feasible in the Filipino setting. A random sample approach like a countrywide survey may be logistically complex and resource-intensive. Purposive sampling enables researchers to collect data from a specific population efficiently and effectively, delivering helpful information within the constraints of available resources.

However, it is critical to understand the limits of purposive sampling. Purposive sample results may only be generalizable to some of the population of Filipino millennial parents. Purposive sampling adds bias and restrictions, necessitating caution when interpreting the results. The results may only apply to some of the people, which would reduce their external validity. Consequently, care should be taken when interpreting and extrapolating the study's findings outside the sampling population.

Nevertheless, it can offer an insightful understanding of particular people or environments. The researcher addressed the concern by ensuring the sample size was high enough and using suitable statistical procedures throughout the data analysis. A large sample size is essential for obtaining reliable and accurate results in any research study (Omniconvert, 2023).

To calculate the sample size for an "unknown large population category," the Cochran Formula was used in this study's sampling design. This formula is beneficial when exact demographic data about the population is not easily accessible (Cochran, 1977). With the aid of this formula, the researcher could get around the lack of precise demographic data and guarantee that the sample size was sufficient to produce reliable and pertinent results given the study's parameters.

The rationale for using the Cochran Formula lies in its ability to estimate the required sample size based on certain assumptions (Cochran, 1977). The formula considers the desired confidence level, the estimated proportion of the population with the characteristic of interest, and the desired level of precision (margin of error). By plugging

in these values, the formula calculates the appropriate sample size needed to obtain reliable results within the constraints of the study. The Cochran Formula allowed the researcher to determine an adequate sample size without depending on specific population parameters, which was necessary because the researcher needed access to accurate demographic information about the population under study. It offers a methodical strategy for ensuring the sample size is large enough to produce valid conclusions (Cochran, 1977). The Cochran Formula allows the researcher to find the right compromise between the ideal of a statistically sound sample and the realities of limited time, money, and other resources (Cochran, 1977). By factoring in the population's inherent variability and unknown characteristics, it aids the researcher in finding the optimal sample size to achieve the desired level of precision and confidence in the research findings. Below is the computation of sample size based on the Cochran Formula:

$$n = (Z^2pq)/e^2 = (1.96^2 \times 0.50 \times 0.50) / (0.05^2) = 384 \approx 400$$

Measurement and Instrumentation

This study employed a questionnaire as the primary research instrument to accumulate quantifiable data that could be meaningfully analyzed. The platform used to generate this in-depth survey questionnaire was Google Forms. This questionnaire sought to garner pertinent data about several e-store image variables and their impact on perceived shopping value and online purchasing intentions.

The questionnaire structure bifurcates into two distinct sections, each serving a unique purpose. The first section collects information regarding the demographic characteristics of the respondents. This information aims to facilitate comprehensive analysis by offering meaningful context to the respondents' responses and enabling a richer understanding of the data set. By collecting and evaluating demographic data, the researcher could gain essential insights into the respondents' characteristics, influencing the findings' interpretation. The latter half of the survey concentrates on three pivotal aspects: e-store image, perceived shopping value, and online purchase intentions. The researcher implemented a five-point Likert scale for this section to provide a clear and quantifiable range of responses for each variable. The researcher methodically planned this procedure, recognizing the critical importance of the reactions in understanding the respondents' opinions regarding online shopping and the factors that may influence their purchasing decisions.

Thirty millennial parents from Quezon City were pilot-tested to ascertain the reliability of the questionnaire. Based on the results of the pilot testing, Cronbach's alpha value of 0.9184 and the 95% lower confidence limit of 0.8763 shows that the questionnaire is an excellent way to measure how people think about the e-store design image. Similarly, the questionnaire validates participants' perception of the order fulfillment image, with a Cronbach's alpha value of 0.8198 and a 95%

lower confidence limit of 0.7268. With a Cronbach's alpha value of 0.7704 and a 95% lower confidence limit of 0.6455, the questionnaire demonstrates acceptable validity in measuring participants' perceptions of the customer service image. Additionally, the questionnaire demonstrates excellent reliability in assessing participants' perceptions of the security and privacy image, utility shopping value, and hedonic shopping value, with high Cronbach's alpha values and confidence limits. A Cronbach's alpha value of 0.8656 and a 95% lower confidence limit of 0.7924 show that the questionnaire is good enough to measure participants' purchase intentions. These results suggest that the questionnaire has good to excellent levels for measuring the constructs and can be considered reliable for gathering data from millennial parents in the study.

The questionnaire is adapted and modified, encompassing elements from previous research studies and having its items previously vetted in earlier research. The researcher adapted the dimensions of the design image, order fulfillment image, customer service image, and security and privacy image from the studies of Blut (2016) and Holloway and Beatty (2008) for the questionnaire. The utility and hedonic shopping values of items are from the works of Jones *et al.* (2006) and Yang & Lin (2014). Items that measure purchase intentions are from the studies of Dong *et al.* (2021), Hajli (2012), and Close & Kukar-Kinney (2010). Attempts were made to get informed permission before reusing research tools from earlier investigations. Any instrument modifications were done considering intellectual property rights and following fair use. All sources cited and recognized in the research study are appropriately cited and acknowledged.

Evaluation of Measurement Model

Convergence validity and reliability measurements assess how well-related measures correlate and ensure consistent outcomes under similar conditions. The Heterotrait-Monotrait Ratio (HTMT) and Fornell and Larcker criterion assess discriminant validity. The former guarantees that constructs are separate by analyzing whether a construct shares more variation with its assigned indicators than any other construct. HTMT examines the mean value of indicator correlations within and across domains to assess discriminant validity. Advanced approaches ensure increased validity and dependability, resulting in more

accurate and dependable data. The researcher validates measurements and instrumentation to ensure accuracy.

Convergent Validity and Reliability Measurements

Table 1 shows the Convergent Validity and Reliability Measurements of the research instrument. Bland and Altman (1997) said that a questionnaire or scale's Cronbach's alpha of 0.5 or below shows poor internal consistency and reliability. Items may need refinement since they measure diverse factors. Internal consistency and dependability between 0.5 and 0.7 are sufficient for many research situations. Items consistently assess the same underlying notion with a coefficient between 0.7 and 0.9. Most research benefits from high internal consistency reliability, which is 0.9 or above (Bland & Altman, 1997). Table 1 shows that the research examined composite reliability and Cronbach alpha. The Cronbach's alpha of the variables ranges from 0.844 to 0.943; the hedonic value had the lowest value, while online purchase intent was the greatest. These data imply that the variables are vital to outstanding internal consistency and dependability. Composite reliability was also assessed. Fornell and Larcker (1981) provided an appropriate composite reliability threshold. Most studies accept 0.7 or higher. A combined reliability rating of 0.8 or above implies acceptable internal consistency reliability, whereas 0.9 or higher suggests outstanding internal consistency reliability. The results of the composite reliability showed that the design image had the lowest composite reliability, and online purchase intent had the greatest. Hair *et al.* (2017) suggested item-standardized loadings on components for SEM convergent validity. 0 means no measurement, while 1 represents a perfect construction measurement. Over 0.5 item loadings indicate convergent validity. Table 4 reveals that all item loadings ranged from 0.508 to 0.967, and all p-values were less than 0.001, demonstrating acceptable convergent validity. Kline (2011) suggests using average variance to evaluate idea convergence validity (AVE). The idea determines AVE for a collection of indicators. Strong convergent validity is 0.7 or above. All structures in Table 1 had AVEs over 0.5. Hedonic value had the lowest AVE rating, 0.619, while online purchase intent had the highest, 0.853. These numbers indicate high convergent validity, but discriminant validity should also be assessed to assure measurement accuracy. Kline (2011).

Table 1: Convergent Validity and Reliability Measurements

Variables	Indicators	Item Loadings	p-value	Average Variance Extracted	Composite Reliability	Cronbach's Alpha
Design Image	DI1	0.933	<0.001	0.662	0.883	0.858
	DI2	0.961	<0.001			
	DI3	0.745	<0.001			
	DI4	0.549	<0.001			
Order Fulfillment Image	OF1	0.699	<0.001	0.730	0.930	0.918
	OF2	0.798	<0.001			
	OF3	0.929	<0.001			

	OF4	0.952	<0.001			
	OF5	0.870	<0.001			
Customer Service Image	CS1	0.843	<0.001	0.621	0.888	0.850
	CS2	0.967	<0.001			
	CS3	0.934	<0.001			
Security/ Privacy Image	SI1	0.508	<0.001	0.840	0.940	0.904
	SI2	0.735	<0.001			
	SI3	0.847	<0.001			
	SI4	0.914	<0.001			
	SI5	0.869	<0.001			
Utility Value	UV1	0.780	<0.001	0.758	0.940	0.919
	UV2	0.934	<0.001			
	UV3	0.911	<0.001			
	UV4	0.911	<0.001			
	UV5	0.807	<0.001			
Hedonic Value	HV1	0.648	<0.001	0.619	0.889	0.844
	HV2	0.781	<0.001			
	HV3	0.720	<0.001			
	HV4	0.875	<0.001			
	HV5	0.882	<0.001			
Online Purchase Intent	OPI1	0.898	<0.001	0.853	0.959	0.943
	OPI2	0.953	<0.001			
	OPI3	0.946	<0.001			
		0.896	<0.001			

Discriminant Validity Using Fornell-Larcker Criterion

Table 2 shows Fornell-Larcker discriminant validity. Fornell and Larcker (1981) devised this criterion to verify measurement model discriminant validity in structural equation modeling. The average variance extracted (AVE) square root measures how well each variable accounts for indicator variation. The square root of the AVE of each variable has to be more significant than its correlation

with every other variable in the study to demonstrate discriminant validity. This discriminant validity criterion is frequently used in marketing and management research and structural equation modeling (Fornell & Larcker, 1981). Table 2 indicates that each variable measures a distinct component in the model since all variables have correlations with other variables that are lower than their values.

Table 2: Fornell and Larcker Criterion

	DI	OF	CS	SI	UV	HV	OPI
DI	0.814						
OF	0.373	0.855					
CS	0.559	0.769	0.916				
SI	0.233	0.262	0.306	0.788			
UV	0.281	0.283	0.339	0.672	0.871		
HV	0.337	0.167	0.325	0.314	0.430	0.787	
OPI	0.254	0.156	0.197	0.231	0.299	0.739	0.924

Note: DI - Design Image; OF - Order Fulfillment Image; CS - Customer Service Image; SI - Security/Privacy Image; UV - Utility Value; HV - Hedonic Value; OPI - Online Purchase Intent

Discriminant Validity Using Heterotrait-Monotrait Ratio (HTMT)

Table 3 shows the heterotrait-monotrait (HTMT) ratio of the variables in the study. In Structural Equation Modeling (SEM), the HTMT ratio of correlations

assesses discriminant validity (Kock, 2015). In the HTMT ratio, heterotrait correlations and monotrait correlations are contrasted. The variables may determine the same underlying idea if the HTMT ratio is high (greater than 0.9), which indicates difficulties with discriminant validity.

Table 3: Heterotrait-Monotrait Ratio (HTMT)

	DI	OF	CS	SI	UV	HV	OPI
DI							
OF	0.357						
CS	0.538	0.821					
SI	0.201	0.272	0.344				
UV	0.256	0.255	0.376	0.686			
HV	0.339	0.160	0.381	0.348	0.516		
OPI	0.219	0.147	0.205	0.236	0.317	0.769	

Note: DI - Design Image; OF - Order Fulfillment Image; CS - Customer Service Image; SI - Security/Privacy Image; UV - Utility Value; HV - Hedonic Value; OPI - Online Purchase Intent

The primary method for evaluating the discriminant validity of partial least squares SEM models is the HTMT ratio. It could identify weaknesses that other ways, like the Fornell-Larcker criterion, might miss (Kock, 2015). According to Table 3, the HTMT ratios between the variables are neither close to nor greater than 0.9, demonstrating discriminant validity.

Research Procedures and Data Collections

Research procedures for data collection encompass the systematic steps and methods the researcher employs to gather observations or measurements about the current research problem. In this study, the primary aim is to test hypotheses, leading the researcher to opt for collecting quantitative data. The data collection method depends on the study's objective, the kind of data required, resources, and feasibility (Bhandari, 2022). The researcher actively surveyed as an essential part of the data-gathering procedure to obtain comprehensive insights into the general features and viewpoints of millennial parents residing in Quezon City. A carefully selected sample of respondents completed the survey offline and online using Google Forms. The survey approach encompassed a diverse range of opinions and a varied cross-section of individuals. Throughout the data-collection phase, which lasted from March 1, 2023, to May 28, 2023, every effort was made to gather and preserve responses and data for later interpretation and analysis.

Data Analysis

The researcher used a quantitative data analysis strategy in the current study, thoroughly examining and interpreting the data using a precise blend of numerical data and advanced statistical tools. This approach is needed to describe the study's goals within a quantitative framework based on research questions and data types. Delineating and understanding the connections between variables and critically testing theoretical ideas are the main goals of quantitative analysis (Jansen, 2023).

This study used frequency and percentage as statistical tools to assess the respondents' demographics. These tools allowed for a clear depiction of the composition of the study population. The researcher calculated the mean and standard deviation to assess the data's central tendency

and dispersion. This process was crucial as it showed the average value and variability of the data, respectively, giving information about its overall distribution. Thoroughly understanding the data distribution ensures that all abnormalities and outliers are found.

The researcher then used Smart Partial Least Squares-Structural Equation Modeling (PLS-SEM) software to calculate correlation analysis for three main reasons. First, the software facilitates calculating latent variable models and assessing complex interaction assumptions (Hair *et al.*, 2021). In the context of this study, PLS-SEM allows for the analysis of correlation within the stimulus-organism-response (SOR) model. The Smart PLS-SEM technique in this study examines the data and how stimuli affect organisms and cause reactions. This analytical tool makes finding the strength and direction of a relationship between variables easier. Second, Smart PLS-SEM is well-suited for research, focusing on theory development and exploring relationships between constructs (Hair *et al.*, 2021). As a theoretical framework, the SOR model often requires identifying and validating latent constructs and their relationships. Third, the software's predictive power. PLS-SEM emphasizes predictive power over model fit indices, making it suitable for studies that aim to make accurate predictions or highlight practical relevance (Hair *et al.*, 2021). The SOR model often focuses on predicting behavioral or psychological responses, and PLS-SEM can provide insights into the strength and significance of these predictions. These statistical measures make it possible to quantify the magnitude and direction of the observed correlations in the data by highlighting the breadth of relationships between changes in one variable and another.

RESULTS AND DISCUSSION

This section describes the study results, addressing the research problem and objectives. First, a demographic profile of those who participated in the survey is provided. This profile is designed to provide a detailed sample overview by considering characteristics such as gender, age, work status, and monthly income. Following that, the chapter will present descriptive statistics for the variables. This subsection is intended to capture the fundamental characteristics of the data in the study, offering summaries

of the sample and the measurements. The chapter will provide a collinearity evaluation for each variable. This critical review is required to determine the amount of correlation between the independent variables. If there is a significant degree of collinearity, it might interfere with the reliability of the statistical models employed in the study. The coefficient of determination, often known as r-squared, will also be determined and explained. This statistic measures a model's goodness of fit and how well it replicates observed results based on the proportion of the total variance of outcomes defined by the model.

Furthermore, the key findings of this study will be presented methodically according to the objectives specified at the outset of the research.

The researcher presents data, highlighting linkages and statistical patterns. A detailed narrative analysis will accompany the table to help understand and highlight significant results, making the data easier to interpret. After the data presentation and research, the discussion will connect these findings to a review of related literature. The researcher then articulates the relationship between the results and the study aims, questions, and hypotheses in the following subsection.

The goal is explicitly to address whether the data supports or disproves the initial assumptions and how well our study objectives were met. Next, the researcher focuses on the results' practical implications, notably in business and management. This includes recommendations for practical applications, future implementation methodologies, and potential consequences of the results for current practices. The researcher seeks to share helpful information on academics, business, and management.

The Demographic Profile of the Respondents

Table 4 depicts the demographic composition of the research survey respondents. This table shows respondents' frequency and percentage distributions depending on four main categories: gender, age, employment status, and monthly income. The analysis revealed that 32.3% of respondents are male, representing 129 participants, while 67.8% are female, or 271 participants. Age-wise, 65.8%, or 263 of those surveyed, were between the ages of 26 and 30. A lower proportion of respondents (18.3%), or 73 people, were between 31 and 35. Similarly, 16.0% of respondents were between 36 and 41, with 64 people falling into this category. Persons under 25 and above 41 were purposefully removed from the survey sample, which should be noted.

This sampling strategy has centered the study's attention on millennial parents. When the participant's employment status was examined, it was discovered that a considerable majority (84.8%) of the respondents were employed, indicating 339 individuals, and only a small but significant (15.3%) proportion owned a business, meaning 61 people. The data also reveals information about the monthly income distribution. Approximately 17.3% of

the respondents (69) reported a monthly income ranging from 9,520 to 19,040. Additionally, 28.8%, or 115 people, reported an income between 19,041 and 38,080. In addition, 46.8% of those polled said a monthly income range of 38,081 to 66,640, with 187 falling into this category. A lesser fraction of respondents (5.5% and 1.8%) reported higher incomes, with 22 earning between 66,641 and 114,240 and only seven earning between 114,241 and 190,400 monthly.

It is important to note that all respondents reside in Quezon City, and parent was expressly chosen as a response requirement. These respondent characteristics are essential insights into the possible implications for Filipino millennial parents' perceived shopping value and online buying intentions. Recognizing and comprehending these demographic aspects is necessary for personalizing e-store design, increasing customer service, and boosting security/privacy measures in the highly competitive e-commerce landscape.

Table 4: Demographic Profile of Respondents

	Frequency	%
Gender		
Male	129	32.3
Female	271	67.8
Age		
26 to 30	263	65.8
31 to 35	73	18.3
36 to 41	64	16.0
Employment status		
Currently employed	339	84.8
Has own business	61	15.3
Monthly income		
9,520 - 19,040	69	17.3
19,041 - 38,080	115	28.8
38,081 - 66,640	187	46.8
66,641 - 114,240	22	5.5
114,241 - 190,400	7	1.8

Note: Frequency (N = 400).

Descriptive Statistics

Table 5 demonstrates the means and standard deviations of each variable. The means of the variables, which represent the average value of a set of data, range from 4.73 to 4.77. Using a 5-point Likert scale, the attributes were assessed. The good rankings for each variable are computed using averages and standard deviations. The closeness of the means suggests consistency. More respondents agreed when the mean was higher, whereas more disagreed when the mean was lower. The findings in this instance had a comparatively high mean, indicating that the respondents strongly agreed with the questions.

Table 5: Descriptive Statistics of the Variables

Variables	Mean	SD	Interpretation
Design Image	4.76	0.42	Strongly Agree
Order Fulfillment Image	4.75	0.43	Strongly Agree
Customer Service Image	4.77	0.42	Strongly Agree
Security/Privacy Image	4.73	0.45	Strongly Agree
Utility Value	4.75	0.43	Strongly Agree
Hedonic Value	4.76	0.43	Strongly Agree
Online Purchase Intent	4.75	0.40	Strongly Agree

Collinearity Assessment (per attribute)

Table 6 shows the Variance Inflation Factor (VIF) to assess the collinearity of the attributes in the study. The VIF ensures that regression models are reliable and accurate in research, enhancing validity and confidence in the findings. A VIF score of five or above may indicate a multicollinearity problem (Hair *et al.*, 2017). Customer Service Image had the most significant collinearity values in Table 6, while Security/Privacy Image had the lowest. These results demonstrate minimal multicollinearity, as values under 3 are acceptable. Inferring that the predictor variables in the regression model are not statistically related, a VIF of 3.16 or less is preferred.

Table 6: Collinearity Assessment using Variance Inflation Factor (VIF)

Variables	UV	HV	PI
Design Image	1.48	1.48	
Order Fulfillment Image	2.48	2.48	
Customer Service Image	3.16	3.16	
Security/Privacy Image	1.11	1.11	
Utility Value			1.227
Hedonic Value			1.227

Coefficient of Determination

Table 7 shows all variables' prediction accuracy having more than 0 values, ranging from 0.200 to 0.546. In a regression model, the R-squared (R²) coefficient is a statistical indicator of how much of the dependent variable's variance the independent variables can explain (Kock, 2017). R² indicates the regression model's fit.

Table 5: Descriptive Statistics of the Variables

Constructs	R ²	Adjusted R ²
Design Image		
Order Fulfillment Image		
Customer Service Image		
Security/Privacy Image		
Utility Value	0.475	0.470
Hedonic Value	0.200	0.192
Online Purchase Intent	0.546	0.544

Higher R² values indicate better model fit. It ranges from 0 to 1, where 0 means that the model explains none of the variations in the data, and one means that the model explains all the variations in the data.

Key Findings of the Study

Factors of E-store Image Affecting Perceived Shopping Value

Table 8 depicts the results, which illustrate the complex relationship of factors that affect perceived shopping value and reveal the relative relevance of these factors among Filipino millennial parents in Quezon City. The findings from the research suggest that among Filipino millennial parents in Quezon City, security and privacy (SI), order fulfillment (OF), customer service (CS), and design image (DI) are key considerations of perceived shopping value. Table 11 showed that only one out of four variables of the stimulus construct have a significant relationship with utility value. This variable is Security/Privacy Image, having a value of 0.6080. Four variables in the stimulus construct have a significant relationship with hedonic value. These are Design Image ($\beta = 0.200$), Order Fulfillment Image ($\beta = -0.1880$), Customer Service Image ($\beta = 0.3040$), and Security/Privacy Image ($\beta = 0.2240$). Thus, H2, H4, H6, H7, and H8 are supported.

The result of the design image (DI) on hedonic value (HV) ($\beta=0.200$, $p<0.001$, $f^2=0.0304$) proved to be significant but not on utility value (UV). These outcomes are consistent with Evelina *et al.* (2020) and Y. Chang *et al.* (2023), who emphasize the importance of store design in affecting consumers' hedonic shopping experiences, including overall enjoyment. On the other hand, the lack of significance for utility value may indicate that, while design images play a part in the emotional component of buying, they may not directly contribute to practical aspects of their shopping value.

The findings about the relationship between order fulfillment (OF) and both utility value (UV) and hedonic value (HV) deviate from the existing literature. The analysis indicates a lack of statistical significance between OF and UV, with a path coefficient of 0.0250 and a non-significant p-value of 0.3520. The path coefficient between OF and HV is -0.1880, with a significant p-value of <0.001 , indicating a negative association. These results contradict the anticipated positive impact of order fulfillment on the shopping experience and customer perception of value. Contextual factors, such as cultural or regional variations in customer expectations for online shopping, may impact these unexpected outcomes (Adhi *et al.*, 2021). Further research is warranted to understand why order fulfillment did not significantly affect utility value and exhibited a negative relationship with hedonic value. Additional findings challenge the established understanding of the role of order fulfillment in customer satisfaction and underline the importance of conducting a more in-depth examination of its influence on the shopping experience.

Customer service (CS) significantly affects hedonic value

Table 8: Evaluation of Structural Model (Stimulus to Organism)

	Path Coefficients	β	p-values	f2	Decision	Conclusion
H1	DI \rightarrow UV	0.0840	0.0510	0.0080	Accept null	Not significant
H2	DI \rightarrow HV	0.2000	<0.001	0.0304	Reject null	Significant
H3	OF \rightarrow UV	0.0250	0.3520	0.0005	Accept null	Not significant
H4	OF \rightarrow HV	-0.1880	<0.001	0.0185	Reject null	Significant
H5	CS \rightarrow UV	0.0890	0.1260	0.0045	Accept null	Not significant
H6	CS \rightarrow HV	0.3040	<0.001	0.0349	Reject null	Significant
H7	SI \rightarrow UV	0.6080	<0.001	0.6589	Reject null	Significant
H8	SI \rightarrow HV	0.2240	<0.001	0.0593	Reject null	Significant

Note: DI - Design Image; OF - Order Fulfillment Image; CS - Customer Service Image; SI - Security/Privacy Image; UV - Utility Value; HV - Hedonic Value

(HV) ($\beta=0.3040$, $p<0.001$, $f2=0.0349$) but not utility value (UV). These results are consistent with Boudet *et al.*'s (2013) findings that stress the significance of dependable customer service in forming emotional connections and improving the purchasing experience. Even so, the lack of a substantial influence on utility value might be related to the notion that customer service only sometimes adds to the practical aspects of the shopping experience.

The most significant path coefficient was found between security and privacy (SI) and utility value (UV) ($\beta=0.6080$, $p<0.001$, $f2=0.6589$), revealing a highly significant influence. It shows that among Filipino millennial parents, the perceived security/privacy of the e-store is a substantial contribution to the practical value they derive from online shopping. SI also had a substantial impact on HV, suggesting that security and privacy play a role in the emotional components of the shopping experience.

Factors of Perceived Shopping Value Affecting Online Purchase Intention

Table 9 shows the result of the second objective of this investigation. One out of two variables have a significant relationship with online purchase intention.

Hedonic value (HV) has a significant positive impact on the online purchase intention of Filipino Millennial parents in Quezon City, with a β value of 0.7550 ($p < 0.001$), thereby supporting H10. Nevertheless, the utility value (UV) ($\beta=-0.0230$, $p=0.2920$, $f2=0.0010$) has no significant relationship with online purchase intention (H9), thus accepting the null hypothesis. This result contradicts the theoretical notion that utility factors affect online shopping behavior. In several studies, utility values have favorably involved online purchase intention, including Santo and Marques (2021) and Silaban *et al.* (2022). However, the results from this study do not support these findings. The lack of importance could mean that Filipino Millennial parents in Quezon City need to see the practical benefits of internet shopping as differentiating factors. It is important to note that the current study was carried out specifically within the setting of an e-store specialty shop selling baby and child-specific products, a field that, according to the literature, needs more attention. By offering fresh perspectives on customer behavior in this specific retail setting, these results provide a distinctive contribution to the body of previous research.

Table 9: Evaluation of Structural Model (Organism to Response)

	Path Coefficients	β	p-values	f2	Decision	Conclusion
H9	UV \rightarrow OPI	-0.0230	0.2920	0.0010	Accept null	Not significant
H10	HV \rightarrow OPI	0.7550	<0.001	1.0065	Reject null	Significant

Note: UV - Utility Value; HV - Hedonic Value; OPI - Online Purchase Intent

Mediation Role of Perceived Shopping Value

The Stimulus-Organism-Response (SOR) model places a strong emphasis on the organism's (the consumer's) active involvement in the process (Mehrabian & Russell, 1974; Kishore, 2021). The current research uses this model as a foundation to understand how perceived shopping value mediates the relationship between e-store image and online purchase intentions among Filipino millennial parents. The investigator will examine the direct effects of independent factors on the dependent variable and the indirect effects of independent variables on the intent to make an online purchase to meet this objective.

Tables 10 and 11 show the mediation role of 'organism' on the connection between 'stimulus' (DI, OF, CS, SI) and 'response' (OPI). These results are pertinent to the propositions presented in the literature review. The SOR model suggests that the interaction of utility and hedonic values influences consumer purchase intentions (Mehmood & Hanaysha, 2015). In the research findings, the mediation analysis shows that hedonic value (HV) acts as a partial mediator between the relationship of independent variables (DI, CS, OF, SI) and online purchase intention (OPI). Findings support the idea that an online store's hedonic value influences subsequent

shopping behavior (Mehmood & Hanaysha, 2015). The research findings show that utility value is not a mediator between the relationship of independent variables (DI, OF, CS, SI) and online purchase intention (OPI). These results oppose prior research that showed utility value as a mediator between website quality parameters and online purchasing behavior (Hashmi *et al.*, 2019). The findings of this study support and expand on the current hypotheses addressed in the review of related literature. It presents empirical evidence that hedonic values (HV) partially mediate the relationship between independent factors and purchase intention, although utility value does not. The following results are presented in detail with values. Table 10 discusses the mediation effects of the Organism construct between the Stimulus and Response. Hedonic Value is a partial mediator between the relationship between Design Image and Purchase Intention ($\beta = 0.151$, $p < 0.001$), Customer Service Image ($\beta = 0.229$, $p < 0.001$), Order Fulfillment Image ($\beta = -0.142$, $p < 0.001$), and Security/Privacy Image ($\beta = 0.169$, $p < 0.001$). Partial mediation implies that the mediator variable (HV) explains a part of the relationship between

the independent variable (IV) and the dependent variable (DV). In other words, the mediator variable does not fully explain the effect of the independent variable on the dependent variable, but it does influence the impact to some extent. The relationship between the independent variables (DI, OF, CS, and SI) and the dependent variable (OPI) remains statistically significant when the mediator variable (HV) is included in the model. When considering the mediator variable, the magnitude of the IVs' effect on the DV is reduced. The underlying means by which the IVs affect the DV is partially captured by the mediator variable (HV) but not entirely. Understanding the partial mediation of hedonic value can provide insights into the complex relationship between variables.

Table 11 shows the direct relationship of the variables under the construct Stimulus to the Response Construct. Out of these four variables, four out of four have a direct positive relationship to Purchase Intent. These are Design Image ($\beta = 0.149$, $p < 0.001$), Customer Service Image ($\beta = 0.227$, $p < 0.001$), Order Fulfillment Image ($\beta = -0.149$, $p < 0.001$), and Security/Privacy Image ($\beta = 0.155$, $p < 0.001$).

Table 10: Mediation Analysis ('Organism' Active Role as a Mediator)

	B	p-values	Significant Mediation	Type of Mediation
DI \rightarrow UV \rightarrow OPI	-0.002	0.330	UV is not a mediator between the relationship of DI and OPI	
DI \rightarrow HV \rightarrow OPI	0.151	<0.001	HV is a mediator between the relationship of DI and OPI	Partial Mediation only
OF \rightarrow UV \rightarrow OPI	-0.001	0.433	UV is not a mediator between the relationship of and OPI	
OF \rightarrow HV \rightarrow OPI	-0.142	<0.001	HV is a negative mediator between the relationship of OF and OPI	Partial Mediation only
CS \rightarrow UV \rightarrow OPI	-0.002	0.351	UV is not a mediator between the relationship of CS and OPI	
CS \rightarrow HV \rightarrow OPI	0.229	<0.001	HV is a mediator between the relationship of CS and OPI	Partial Mediation only
SI \rightarrow UV \rightarrow OPI	-0.014	0.293	UV is not a mediator between the relationship of SI and OPI	
SI \rightarrow HV \rightarrow OPI	0.169	<0.001	HV is a mediator between the relationship of SI and OPI	Partial Mediation only

Note: DI - Design Image; OF - Order Fulfillment Image; CS - Customer Service Image; SI - Security/Privacy Image; UV - Utility Value; HV - Hedonic Value; OPI - Online Purchase Intent

Table 11: Direct Impact of Independent Variables on Dependent Variable

	β	p-values	Conclusion
DI \rightarrow OPI	0.149	<0.001	Significant
OF \rightarrow OPI	-0.142	<0.001	Significant
CS \rightarrow OPI	0.227	<0.001	Significant
SI \rightarrow OPI	0.155	<0.001	Significant

Note: DI - Design Image; OF - Order Fulfillment Image; CS - Customer Service Image; SI - Security/Privacy Image; OPI - Online Purchase Intent

Path Coefficients of the Structural Model

Figure 3 illustrates the Path Coefficients model of the study. Considering the purposively chosen sample, the study's significant findings offer insights into the research questions. First, concerning the factors of e-store image that significantly affect the perceived shopping value of Filipino millennial parents' sample in Quezon City, the analysis indicates a significant direct impact of e-store image on perceived shopping value. The perceived hedonic shopping value (HV) partially mediates the relationship between e-store image and online purchase

intentions (OPI). These findings suggest that while the e-store image directly influences perceived shopping value, the extent to which it affects online purchase intentions is partially explained by perceived shopping value. Second, regarding the factors of perceived shopping value that significantly affect online purchase intentions, the analysis reveals that perceived hedonic shopping value (HV) has a significant direct impact.

This result implies that perceived shopping value is crucial in determining online purchase intentions among the purposively selected Filipino millennial parents in Quezon

City. Lastly, the mediation analysis demonstrates that perceived shopping value (HV) acts as a partial mediator between the relationships of e-store image (ED, CS, OF, SI) and online purchase intentions (OPI). However, the mediator variable UV does not exhibit significant mediation in any examined relationships. These findings highlight the significance of e-store image and perceived shopping value in influencing online purchase intentions among the specific sample of Filipino millennial parents in Quezon City, providing valuable insights into their complex dynamics.

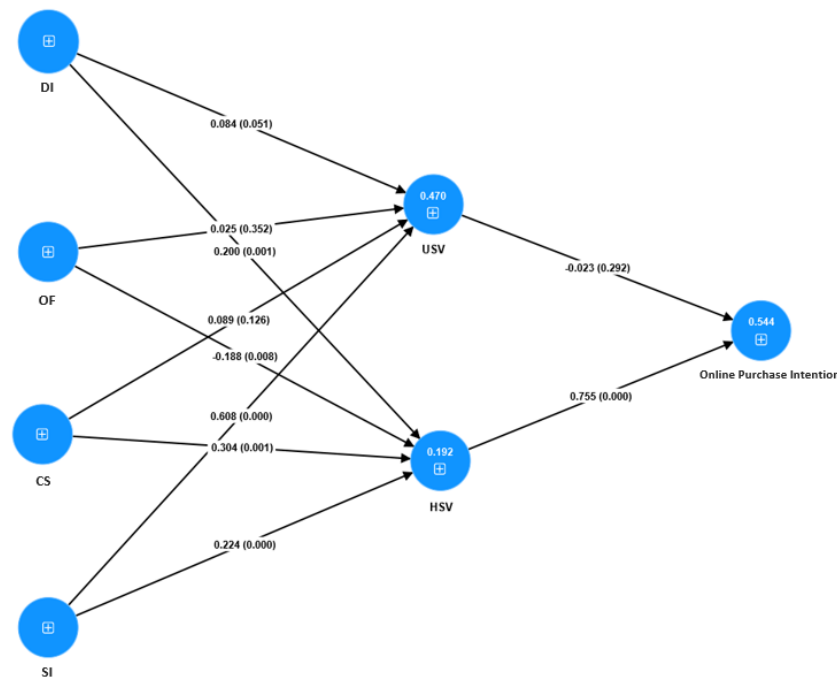


Figure 3: Path Coefficients of the Structural Model

Note: Figures on the arrow are the path coefficient and p-value, Figures on the latent variables are adjusted r square, DI - Design Image; OF - Order Fulfillment Image; CS - Customer Service Image; SI - Security/Privacy Image; USV - Utility Value; HSV - Hedonic Value

Managerial and Business Implications

The results of this study have significant implications for management practices and e-commerce operations. The study explores the complex relationships among the different facets of e-store images, perceived shopping values, and online purchase intentions to shed light on the fundamental factors influencing the online purchasing intentions of Filipino millennial parents.

The study shows that design, order fulfillment, customer service, and security/privacy images significantly influence hedonic value. These factors substantially influence how consumers perceive hedonic value, influencing their intentions to purchase online. The managerial implication is that e-commerce businesses should stress these characteristics of their e-store image to enhance the hedonic shopping experience. Providing a rich, fun, and attractive purchasing experience, outstanding customer service, and a secure platform is essential to stimulating online purchases among this generation. The data for

utility value did not show that it had a substantial impact on purchase intentions.

Nevertheless, the present research found that the security image of an e-store has a considerable influence on its utility value. Utility factors of platform security continue to matter, meaning that online purchase intentions are not changed directly. Businesses should have good security standards in their e-stores to create a feeling of safety and trustworthiness. They can increase conversion rates and enhance the overall user experience.

One of the most significant findings was the role of hedonic value in moderating the connection between e-store image characteristics and purchase intentions. This research highlights the importance of understanding the direct and indirect effects of e-store image characteristics on consumer behavior. E-commerce managers should include this data in their strategic planning and decision-making to optimize the overall e-store design and service strategy. The research also found a negative correlation

between order fulfillment images and purchase intentions. While contradictory, this consequence creates tremendous potential for e-commerce. It implies flaws in the order fulfillment process that, if resolved, would influence purchasing intentions. Businesses should evaluate delivery time, order accuracy, and return procedures to meet the expectations of their consumers.

These findings necessitate the development of an integrated strategy for managing e-commerce operations. Rather than evaluating these aspects separately, it is more beneficial to appreciate their interrelated nature, which influences the whole shopping experience and customer purchasing decisions. This data will allow e-commerce companies to provide a more complete and satisfying purchasing experience, better reacting to the interests and preferences of Filipino millennial parents. These understandings serve as a strategic guidepost for e-commerce enterprises, allowing them to interact more effectively with their intended audience and increase their competitiveness in the ever-changing online retail market.

CONCLUSIONS

The study offers insightful information about the variables affecting Filipino millennial parents in Quezon City's perspectives and behaviors with perceived shopping value and online purchasing intentions. It should be noted that this study's sample was selected from Filipino millennial parents living in Quezon City, and its results may need to be more generalizable to other demographics. The findings must thus be viewed in the context of this specific sample. Nonetheless, these findings provide valuable insights into the factors influencing this particular group's perceptions and behaviors in the context of online shopping. Based on the stimulus-organism-response (SOR) model, the study's results emphasize the significance of various factors in shaping customers' perceptions and actions in the e-store context. Specifically, the design image (DI) of the e-store significantly influences the hedonic value (HV) experienced by parents of Filipino millennials during online shopping in Quezon City. However, DI does not directly impact the utility value (UV) perceived by these parents. The study also reveals that order fulfillment (OF) does not have a noticeable effect on utility value but does influence the hedonic value. Customer service (CS) enhances the hedonic value but does not directly impact the utility value. Security and privacy (SI) have a substantial contribution to both utility value and hedonic value. The findings indicate that hedonic value is more significant in influencing online purchase intentions (OPI) than utility value. Overall, hedonic value moderates the relationship between e-store image variables (DI, CS, OF, and SI) and OPI, while utility value does not have a similar moderating effect.

E-commerce has been radically altered by the relentless advance of the digital revolution, which has also led to massive shifts in consumer behavior. The millennial parents of Quezon City, Philippines, a community known for its technological prowess and propensity for online

shopping, epitomize this trend. The study's objectives were to analyze this particular client demographic, researching the characteristics of an e-image store that significantly affect their perceived shopping value and intent to make online purchases.

The study's findings thoroughly grasp the numerous aspects influencing millennial parents' perceptions and behaviors when they engage in internet shopping. The study found that the e-store's design image significantly influenced the hedonic value perceived by this group when shopping online. It does not apply to the perceived utility value, unfortunately. The study also revealed how, although not influencing utility value, the element of order fulfillment can impact hedonic value. Also, while it does not affect the utility value, good customer service increases the hedonic value. On the other hand, security and privacy concerns greatly influence perceived purchasing value. Interestingly, hedonic value has more influence over online purchase intentions than utility value. This study addresses a clear research void by explicitly focusing on millennial parents in Quezon City and their online purchasing habits for baby and child items. Focusing on this particular demographic offers in-depth insights into an underserved niche market's distinctive viewpoints and tastes. These findings provide a more detailed knowledge of how millennial parents view the image of an online company and how these impressions connect to their purchase intentions, even though they should not be generalized to all online customers. Also, this study is a critical first step in improving our understanding of online buying habits in ASEAN countries, particularly the Philippines. This study provides an exhilarating glimpse into the views and behaviors of millennial parents in the Philippines and how they may affect their online purchase intentions, considering the possible effect of cultural, economic, and technical differences within the ASEAN area.

In conclusion, the results of the current study are a substantial contribution to existing knowledge of e-commerce behavior as they result from an in-depth analysis of a specific population. These provide effective and significant solutions to our research questions, are in keeping with the study's aims, and help fill a knowledge gap. The findings of this study are helpful for marketers, e-commerce strategists, and future academics interested in the buying habits of Filipino millennial parents. However, these results cannot be generalized to the broader consumer population. As such, this research offers an extensive understanding of web-based consumer behavior within a unique cultural context, making an essential contribution to the ever-evolving story of digital commerce.

LIMITATIONS

The digital revolution has drastically affected consumer behavior, notably in e-commerce. This shift is even more apparent among millennial parents, technologically savvy people known for their propensity for online shopping. With the development of e-stores, it is critical

to assess the influence of an e-image store on customer purchase intentions. There are some limitations to the current research investigation, as well as several practical applications and future research possibilities have been proposed in direct response to the study's results. These suggestions build on the current research by providing further insights into the research topics presented in the study.

The results are limited to millennial parents in Quezon City, Philippines, who have children under 12 and have recently shopped online. These limits limit the findings' applicability to other areas, cultures, or age groups. The study's business model breadth, which focuses solely on independent e-stores while omitting major marketplaces like Lazada and Shopee, inhibits a thorough knowledge of the larger e-commerce ecosystem. Methodologically, the purposive sample technique and use of an adapted questionnaire may add bias since they may only represent a subset of the millennial parents' population or cover all factors in their decision-making process. While the research focuses on design, order fulfillment, customer service, and security/privacy, it may ignore other e-store visual characteristics, such as product diversity or website navigability. Moreover, this cross-sectional study may need to reflect changing views or actions over time adequately.

This study's empirical findings have generated several practical research recommendations that the stakeholders may find reasonably helpful. Based on the study results and considering the target stakeholders, the following suggestions are proposed:

For the existing body of literature and future researchers. The scope of this study should be broadened to include a wider variety of demographic groupings and geographical areas. This way, the findings' generalizability will be improved and uncover diverse trends in purchasing behavior online. Future research might also look at e-commerce platforms, such as significant marketplaces like Lazada and Shopee, for a more thorough picture of the e-commerce environment. Researchers should investigate the impact of other variables not examined in this study, such as social influence, brand reputation, or customer reviews, as these essential elements can significantly affect consumer behavior in online buying. Future studies might use longitudinal designs to capture the shifting patterns and trends in customer behaviors across time. It would aid in illuminating the dynamics of online purchasing behavior among various consumer groups.

For the discipline and e-commerce practitioners. These findings give insights into the factors driving the sample millennial parents' online buying patterns. E-commerce operators should prioritize website design and functionality since these variables have been shown to influence consumers' hedonic values strongly, influencing their purchase inclinations. Moreover, customer service was a critical component influencing consumers' opinions and experiences. As a result, e-commerce enterprises should engage in customer care personnel

training and development to increase communication skills, reaction speeds, and problem-solving abilities. Security and privacy are also important considerations since they substantially influence trust, a crucial predictor of customer involvement and purchase decisions in e-commerce.

For the baby and child-specific products industry. Businesses with e-stores must offer a satisfying and easy-to-use buying experience by providing customers with a simple website to search for things on, easy-to-find and understand product information, effective and responsive customer support, and secure payment options that protect their financial and personal data. The e-image store's influence on consumers' perceptions and experiences is crucial. Hence, online store owners must constantly update and enhance their systems to meet shifting customer demands and stay competitive in the challenging e-commerce industry.

For the retailers and companies of baby/child-specific products. Enhancing the e-image stores should be a top priority. For retailers, this entails providing outstanding customer service. Providing a varied product variety that caters to consumers' various wants and tastes may also help to improve the e-image. Customers' shopping experience and pleasure can be significantly influenced by the e-store image when selecting online businesses. It involves assessing the design, order fulfillment, customer service, and security measures of the e-store.

For the author. The findings give a solid foundation for devising enhancements to the author's e-store. In addition to utilizing the data to drive future developments, the author should consider conducting frequent customer surveys to track changes in their impressions and expectations of the e-store. It will assist in ensuring that the e-store remains relevant and meets the demands of its target consumers.

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